



KCRA
3 Television Circle
Sacramento, CA 95814
Main: (916)446-3333
Billing: (916)325-3266

www.kcra.com

Billing Address:

Inception Marketing
Attention: Accounts Payable
847 Sansom St. Ste 200
San Francisco, CA 94111

Send Payment To:

KCRA
PO Box 26861
Lehigh Valley, PA 18002-6861

DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
952963-1	11/04/12	November 2012	10/29/12 - 11/04/12

Station	Account Executive	Sales Office	Sales Region
KCRA	Frances Matsuoka	Eagle-San Francisco	National

Advertiser	Product	Estimate Number
Vann/R/Congress	VANN FOR CONGRESS	

Flight Dates	Order #	Alt Order #
10/29/12 - 11/04/12	952963	07898495

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
	VANK	

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/29/12	11/02/12	KCRA-TV News at 5am	5:00am-5:57am	MTWTF--	:30	1	\$1,200.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	MTWTF--	1	\$1,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	M	10/29/12	5:29 AM	KCRA-TV News at 5am	5:00am-5:57am	:30	SPA091212TVH	\$1,200.00 NM
2	11/03/12	11/03/12	SATURDAY TODAY	SATURDAY TODAY	-----S-	:30	1	\$600.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----S-	1	\$600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	Sa	11/03/12	5:29 AM	SATURDAY TODAY	SATURDAY TODAY	:30	SPA091212TVH	\$600.00 NM
3	11/03/12	11/03/12	KCRA-TV News at 7a	7:00am-9:00am	-----S-	:30	2	\$1,000.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----S-	2	\$1,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	Sa	11/03/12	7:30 AM	KCRA-TV News at 7a	7:00am-9:00am	:30	SPA091212TVH	\$1,000.00 NM
2	KCRA	Sa	11/03/12	8:24 AM	KCRA-TV News at 7a	7:00am-9:00am	:30	SPA091212TVH	\$1,000.00 NM
4	10/29/12	11/02/12	KATIE EF	2:00 pm to 4:00 pm	MTWTF--	:30	3	\$1,200.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	MTWTF--	3	\$1,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	KCRA	M	10/29/12	3:48 PM	KATIE EF	2:00 pm to 4:00 pm	:30	SPA091212TVH	\$1,200.00 NM
1	KCRA	W	10/31/12	3:57 PM	KATIE EF	2:00 pm to 4:00 pm	:30	SPA091212TVH	\$1,200.00 NM
3	KCRA	F	11/02/12	3:42 PM	KATIE EF	2:00 pm to 4:00 pm	:30	SPA091212TVH	\$1,200.00 NM
5	10/29/12	11/02/12	M-F 4-5p	4-5p	MTWTF--	:30	3	\$1,500.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	MTWTF--	3	\$1,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	M	10/29/12	4:27 PM	M-F 4-5p	4-5p	:30	SPA091212TVH	\$1,500.00 NM
3	KCRA	W	10/31/12	4:28 PM	M-F 4-5p	4-5p	:30	SPA091212TVH	\$1,500.00 NM
2	KCRA	Th	11/01/12	4:10 PM	M-F 4-5p	4-5p	:30	SPA091212TVH	\$1,500.00 NM



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952963-1	11/04/12	November 2012	10/29/12 - 11/04/12
Advertiser	Product	Estimate Number	
Vann/R/Congress	VANN FOR CONGRESS		

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	10/29/12	11/02/12	KCRA-TV News at 5pm	4:58pm-5:30pm	MTWTF--	:30	2	\$4,500.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	MTWTF--	2	\$4,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	M	10/29/12	5:13 PM	KCRA-TV News at 5pm	4:58pm-5:30pm	:30	SPA091212TVH	\$4,500.00 NM
2	KCRA	Tu	10/30/12	5:29 PM	KCRA-TV News at 5pm	4:58pm-5:30pm	:30	SPA091212TVH	\$4,500.00 NM
7	11/03/12	11/03/12	KCRA REPORTS SPECIAL	6:28 PM	OTD newscast	-----S-	:30	1	\$3,000.00 NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----S-	1	\$3,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	Sa	11/03/12	6:28 PM	KCRA REPORTS SPECIAL NEW	6-7p	:30	SPA091212TVH	\$3,000.00 NM
8	10/29/12	11/02/12	KCRA-TV News at 11pm	11:00pm-11:35pm	MTWTF--	:30	3	\$4,000.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	MTWTF--	3	\$4,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	KCRA	M	10/29/12	11:13 PM	KCRA-TV News at 11pm	11:00pm-11:35pm	:30	SPA091212TVH	\$4,000.00 NM
2	KCRA	W	10/31/12	11:29 PM	KCRA-TV News at 11pm	11:00pm-11:35pm	:30	SPA091212TVH	\$4,000.00 NM
1	KCRA	Th	11/01/12	11:23 PM	KCRA-TV News at 11pm	11:00pm-11:35pm	:30	SPA091212TVH	\$4,000.00 NM
9	11/04/12	11/04/12	NEWS AFTER NFL	9:58 PM	Primetime	-----S	:30	1	\$4,500.00 NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----S	1	\$4,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	Su	11/04/12	9:58 PM	NEWS AFTER NFL	Primetime	:30	SPA091212TVH	\$4,500.00 NM
10	11/04/12	11/04/12	PRIVATE PRACTICE WKSU	12:06 AM	11:35PM TO 12	-----S	:30	1	\$800.00 NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----S	1	\$800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	Su	11/04/12	12:06 AM	PRIVATE PRACTICE WKN	SU 11:35PM TO 12	:30	SPA091212TVH	\$800.00 NM
Total Spots							18		

Payment Terms 30 Days

<u>Gross Total</u>	\$41,200.00
<u>Agency Commission</u>	\$6,180.00
<u>Net Amount Due</u>	\$35,020.00